

CALIFORNIA ARTS COUNCIL
CREATING PUBLIC VALUE PROGRAM
2009–2010 GUIDELINES & APPLICATION
DEADLINE: FEBRUARY 11, 2010 (POSTMARKED & ELECTRONIC)



The California Arts Council is currently creating a new strategic plan to guide the agency's activities for the next three to five years. Please be advised that a potential impact could be the reformation of the agency's programs beginning with the next fiscal year.

BACKGROUND

The California Arts Council's (CAC) Creating Public Value Program (CPV) is designed to promote a framework for thinking about the intrinsic and instrumental benefits of the arts; and to recognize that the resources artists, arts organizations, and others bring to a community play a key role in making a positive contribution to the individual and collective lives of all Californians.

PURPOSE

Through CPV, the CAC will partner with small California arts organizations in rural and underserved communities to support **new or expanded projects** to highlight the fact that the arts are of benefit to all Californians and are worthy of state and federal investment. The CAC defines public value as *making a positive contribution to the individual and collective lives of all Californians through the arts*. **In this context, CPV seeks proposals that address outcomes by utilizing the tools of the program identified as "The Three Rs:"**

- **Relationships** (building new or expanding existing partnerships);
- **Relevance** (to audiences and community by expanding public participation); and,
- **Return on Investment** (through public awareness, promoting your organization's public value and social/economic impact to civic and political leaders, community supporters, audiences, and participants).

ELIGIBILITY – Criteria has been modified--please review carefully.

CPV supports small arts organizations based in rural or underserved communities to implement new or expanded projects. Your base of operations must be located within these communities. You may apply under one of two categories below.

If Applying as Rural:

- Arts organizations and local arts agencies based in and serving rural communities (county populations of up to 200,000). See list of eligible counties below*.
- Arts organizations with a continuous arts programming track record over the last two years.
- Non-arts organizations with an arts component must dedicate at least 50% of their budget for arts programming. If arts budget is less than 50%, contact CPV Arts Specialist (see Staff Assistance).

* Organizations applying under "rural" must be based in one of the following counties:

Alpine, Amador, Calaveras, Colusa, Del Norte, El Dorado, Glenn, Humboldt, Imperial, Inyo, Kings, Lake, Lassen, Madera, Mariposa, Mendocino, Modoc, Mono, Napa, Nevada, Plumas, San Benito, Shasta, Sierra, Siskiyou, Sutter, Tehama, Trinity, Tuolumne, Yolo, and Yuba.

If Applying as Underserved:

- Arts organizations with budgets of up to \$700,000.
- Arts organizations with a continuous arts programming track record over the last two years. (Organizations whose primary focus is a single event, or events held over the course of a single day or weekend are not eligible to apply.)
- Non-arts organizations with an arts component must dedicate at least 50% of their budget for arts programming. If arts budget is less than 50%, contact CPV Arts Specialist (see Staff Assistance).
- In order to spread our limited grant dollars we have the following restrictions in the Underserved category:
 - Except for organizations receiving Artists in Schools (AIS) Planning grants, if you should receive funding from the CAC's AIS Program during the 2010-11 fiscal year, and are offered funding in CPV, you will be expected to choose between CPV and AIS funding.
 - Local arts agencies functioning as a unit of government are not eligible to apply.

APPLICATION CYCLE

- Deadline: February 11, 2010 (postmarked & electronic submission)
- Grant Dates: June 4, 2010 – May 31, 2011

REVIEW CRITERIA

A peer review panel will rank applicants based on CPV Criteria.

- *Quality of Arts Programs & Services:* Based on samples of artistic work & support materials, artistic personnel, & arts programming schedule of activities.
- *Quality of Proposal:* Based on a clear, concise plan to implement a new or expanded project(s) utilizing "The Three R" (includes Grant Description & Budget).
- *Community Impact:* Based on proposed project's benefit to rural or underserved communities.
- *Accessibility:* Based on efforts to promote accessibility to arts programs and services in compliance with the Americans with Disabilities Act (ADA).
- *Managerial & Fiscal Competence:* Evidence of qualified administrative personnel and overall fiscal health

GRANTEE REQUEST AMOUNT

The Council will award grants of up to \$10,000. CPV requests cannot exceed an organization's total income based on its last completed budget.

MATCHING

All grant recipients must provide a dollar-for-dollar (1:1) match. The cash match may be from corporate, private contributions, local or federal government, or earned income. Other State funds cannot be used as a match. A combination of in-kind contributions may be used to match CAC request.

WHAT WE DO NOT FUND

- Previous grantee organizations that have not completed grant requirements (final report, invoice, etc.).
- Continuation of current work or previously funded CPV projects.
- Non-arts organizations (unless 50% of budget is dedicated to arts programming or consulted w/CPV staff);
- For profit organizations;
- Other state agencies;
- Programs not accessible to the public;
- Projects with religious or sectarian purposes;

- Organizations or activities that are part of the curricula base of schools, colleges, or universities;
- Indirect costs of schools, colleges, or universities;
- Trust or endowment funds;
- Purchase of equipment, land, buildings, or construction (capital outlay or expenditures);
- Out-of-state travel activities;
- Hospitality or food costs; and
- Expenses incurred before the starting or after the ending date of the grant.

RANKING PROCESS

The panel's review of applications is a multi-step process and involves assigning numerical ranks to an application. The following is the ranking system used:

- 4 Designates an applicant as the highest priority for funding. "4" applications are considered to be "model" in stature and to meet all of the review criteria to the highest degree possible.
- 3 Considered good to excellent and receives funding after all "4" applications. This is a very good ranking and indicates a very solid organization that is approaching "model" status. It strongly meets the review criteria, however, some improvement or development is needed.
- 2 Considered to be marginally fundable. Funding, if available, may be awarded once all the "4" and "3" applications are awarded funding. These applications have some merit; however, they do not meet the criteria in a strong or solid way.
- 1 Not fundable under any circumstances; inappropriate for CAC support, extremely marginal in quality, etc. This application would not receive funding even if the funding were available.

Within ranking categories there is a possible "+" or "-" to indicate a greater or lesser degree of quality in the category. There is no "4+", "1+", or "1-" possible. Each ranking category and its gradations are translated into a wider numerical scale and all ranks are averaged to obtain the final ranking. Depending on the level of funds available and the number of applicants, a cutoff point will be made based on the ranking. Funding recommendations will be decided through this process.

GRANTEE REQUIREMENTS

- To better educate our elected representatives on the value of the arts, you will be expected to include with your approved grant, copies of signed letters sent to the Governor and your State Senate, Assembly, and U.S. Congress representatives thanking them for your CPV grant.
- Use CAC and National Endowment for the Arts (NEA) logos on all printed, electronic materials, & websites (programs, catalogs, postcards, posters, newsletters, leaflets, publications, etc.).
- Credit the CAC and the NEA on all printed & electronic materials and in any interviews with the media:

"This activity is funded in part by the California Arts Council, a state agency, and the National Endowment for the Arts, a federal agency."
- When no printed material is produced, verbal credit must be given.
- A Final Report summarizing CPV grant accomplishments will be required at the end of the grant period.

STAFF ASSISTANCE

The Staff is available on a limited basis to offer guidance and clarification in preparing your proposal. Be sure to contact staff far enough ahead of the deadline to ensure you can be accommodated. **Contact Lucero Arellano, CPV Arts Specialist, at larellano@cac.ca.gov or 916/322-6338.**

APPENDIX
New partnership with the California Cultural Data Project (California CDP)

The California Arts Council, along with other public and private funders in California, is engaging in a new partnership with the Cultural Data Project and now requires applicants to complete a Cultural Data Profile through the California CDP Web site (<http://www.caculturaldata.org>).

The California CDP is an online system for collecting and standardizing historical financial and organizational data and will provide the cultural community with consistent, reliable, comprehensive data on arts and culture in California. It is hoped that access to this data will enhance both individual organizational capacity as well as the overall effectiveness of the nonprofit cultural community in our state. Applicants applying to more than one of the participating grantmakers will only need to complete this form once each year.

Participation in the California Cultural Data Project (California CDP) is required for all California Arts Council applications. As part of the application process, it is also due to the California Arts Council by this application's deadline.

Instructions for the Use of the California CDP:

1. Your organization must be registered with the California CDP Web site and have created an organizational login ID and password.
2. Your organization, or arts program/department within a larger organization, will enter historic financial and programmatic information for completed fiscal years using board-approved audits or reviews. If your organization is not audited, you will enter information from your board-approved year-end financial statements.

Please note, your project budgets, narratives, and organizational budgets are NOT collected by the California Cultural Data Project and will remain part of the California Arts Council application.

3. If this is your first year of use, you are asked to **complete a Cultural Data Profile for each of the two most recently completed fiscal years.** (Going forward, you will only need to provide one year of data.)
4. Once you have completed and submitted your Cultural Data Profile, go to the "Funder Reports" section of the California CDP Web site and print **this** application's Funder Report for the California Arts Council, and include it with your application materials. Relevant information from the applicant's Cultural Data Profile will automatically be included in the California Arts Council Funder Report. **Please be sure to review your Funder Report.**
5. The California CDP Help Desk will review each of your submitted profile(s) and contact you with suggested revisions. It is your responsibility to respond and to make all necessary changes to the submitted Data Profile(s). Making these suggested revisions may help you represent your organization more accurately in the Funder Reports you use as part of your application to participating grants programs and in the powerful User Reports.

The complete instructions for the use of the California CDP are available on the California CDP Web site. Please direct questions concerning the Cultural Data Profile to:

California CDP Help Desk:

Toll Free: 1-866-9-CAL-CDP

Email: help@caculturaldata.org

The California CDP Help Desk is available Monday – Friday from 9:00am – 5:00pm PST.

California CDP Web site: <http://www.caculturaldata.org>

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Application Instructions

The CPV Program supports new or expanded projects using the *Three R's*, not the continuation of current work. For eligibility purposes, your narrative in questions 1-3 must reflect these expectations.

Utilizing "*The Three Rs*" as tools, CPV Program applicants will propose a plan to **expand Relationships** (building partnerships); **create greater Relevance** (to audiences and community by expanding public participation); and through public awareness, **promote Return on Investment** (of the organization's public value and its social/economic impact to civic and political leaders, community supporters, audiences, and participants).

Preparing Application:

Read instructions before completing the application. Incomplete and improperly submitted applications will not be considered. Fill out and complete all questions on application. You may prepare your narrative sections in Word to copy and paste in online application.

1. **CPV Cover Page (Contact Info link):** Fill out application form including your organization's total fiscal activity for actual, current, and projected budget years. These totals should reflect an operating budget, excluding In-Kind and Pass-Through Funds. If applicant is a non-arts organization with an arts component, use arts-related budget totals. Explain significant shifts (10%) between fiscal/calendar years in Budget Notes and Schedules section on page 10 of Organizational Budget Summary. Reference as "Total Fiscal Activity on Cover Page." And specify year(s).

If using a Fiscal Receiver, fill out appropriate section. Respond to questions on pages 2 & 3.

2. **Proposal Narrative (Narrative link):** Your answers to questions 1-3 will consist of a brief description of the current status of your organization (2-3 lines), followed by your proposed goals and expected outcomes to create or expand your organization's Relationships, Relevance, & Return on Investment.
3. **Grant Description & Budget (Project link):** The Grant Description is a summary of your proposal--per the *Three R's* in questions 1-3, indicating how grant monies would be used. This summary will be used to introduce your proposal to the review panel. Complete Budget section showing total grant projected expenses and sources of matching funds as 1:1 (dollar for dollar). If providing partial in-kind contributions, specify in-kind services and dollar value under Sources of Match, under "Other" line item and label as "in-kind." The totals in your CPV Request, Match and Sources of Match, must be the same.
4. **Organizational Budget Summary (Budget link)** * includes current income & expenses (covering calendar year 2009 or fiscal year 2009-10). If applicant is a non-arts organization with an arts component, include arts-related budget.

5. **CAC Funder Report for CPV:** Include your organization's California Cultural Data Project's (California CDP) report for this program. Report is generated at California CDP's Web site: www.caculturaldata.org. Participation in the California CDP is required for all CAC applicants and consists of completing a Cultural Data Profile for your organization at California CDP's Web site.
6. **Schedule of Arts Programming for Current Fiscal (2009-10) or Calendar (2009) Year:** Briefly describe corresponding activities with date, location, & total audiences (1 page). Go to CPV's main page at <http://www.cac.ca.gov/programs/cpv200809.php>.
7. **Supplemental Forms & Attachments:**
Short biographies (not resumes) of
 - a. Key Artistic & Administrative personnel (1 page, single space).
 - b. If applicable, include bios of personnel/consultants to be paid or hired with CPV funds. Label as **"CPV Contracted Personnel,"** indicating title, experience, and role w/proposed grant (1 page maximum, single space). If personnel under a. & b. fit on same page, submit 1 page.
 - c. Current list of Board of Directors with name, occupation & city (1 page, if applicable).
 - d. If proposing to work with other organizational partners, submit letters of agreement from each of these partners. Letters must be on organization's letterhead and signed by its executive director or board chair.
 - e. Hard copies of up to three (3) different supplemental materials generated within the past two years that best portray your organization's arts programming and services. These may include brochures, programs, newsletters, support letters, etc.
8. **Documentation of Artistic Work (mandatory):** The quality of your organization's artistic work is very important in evaluating your application. CPV panel will spend up to five minutes reviewing your work. Submit recent (last two years) documentation showing your work at its best. Do not send originals or your only copy of documented work. If you wish to have your materials returned, include a self-addressed envelope with adequate postage. Describe the contents of your documentation using appropriate log form (Go to CPV's main page at <http://www.cac.ca.gov/programs/cpv200809.php>). **As an alternative, we strongly encourage you to submit online excerpts of your work, with artist(s)' permission.**

How to Submit Samples of Artistic Work

Make sure the sequence of your artistic work samples matches the description in your log sheet. It is critical for panelists to be able to correlate this information to your submitted work samples.

- List work samples by priority. Panel will view up to five minutes of your work.
- Do not include public testimony and limit applause in your samples.
- If submitting DVDs, organize contents in chapters identifying artist(s)' in organization's work or activity.
- Include your organization's name on your DVD and/or CD, & respective case(s).
- Unless submitting written samples (for Literature), do not duplicate your audiovisual samples (DVD and/or CD). We only need one copy or set.

Documentation of Artistic Work (based on your discipline):

Arts Service/Arts Education/Arts Presenters/and Local Arts Agencies: Fill out Current Arts Services log. Submit samples of work that apply in discipline-specific areas of service and attach corresponding log(s). Except for Arts Service applicants, check discipline area on CPV Cover Page that most closely reflects your work.

Dance: One DVD with excerpts totaling five minutes, representing your best work, chaptered appropriately.

Interdisciplinary arts (includes performance art): Maximum of 20 images in a DVD; and/or CD/DVD for sound or video clips (5 minutes) chaptered appropriately. Preferably, if submitting samples in more than one discipline (visual, music, etc.) use one DVD, chaptered appropriately.

Literature: At least 6 copies of publications (books, journals, magazines) from the past two years, and/or excerpts of up to 5 pages per artist (8 ½ x 11 w/organization & artist's name on upper, right hand corner; with date & name of publication if applicable), not to exceed 20 pages total.

Media: One CD or DVD (5 minutes) chaptered appropriately.

Multidisciplinary Arts: Maximum of 20 slides or images in a DVD; and /or CD/DVD for sound or video clips (5 minutes) chaptered appropriately. Preferably, if submitting samples in more than one discipline (visual, music, etc.) use one DVD, chaptered appropriately.

Music: Submit a CD (5 minutes). For choruses: Include at least one unaccompanied selection. You may submit a DVD video clip, chaptered appropriately.

Theatre: Submit a DVD (5 minutes), chaptered appropriately.

Visual: Submit up to 20 images in a CD/DVD (chaptered appropriately). Each image should include artist's name, dimensions, and year completed. If appropriate, submit at least 2 copies of recent catalogues.

As an alternative to mailing your work samples in the required formats, we strongly encourage you to prepare online excerpts--following the guidelines above, and with artist(s)' permission.

- Create a special CPV section on your website, YouTube, MySpace, Flickr, etc.
- Include corresponding web link in your log(s) of artistic work, with related descriptions.
- Sequence of your artistic work samples must match the description in your log sheet.

Contact Lucero Arellano, CPV Program Specialist, if you need further clarification (larellano@cac.ca.gov, 916/322-6338).

GRANT DESCRIPTION & BUDGET INSTRUCTIONS

(Refer to Project link on CPV application site)

EXHIBIT A – SCOPE OF WORK

Briefly describe what CPV award and matching funds will support utilizing the *Three R's*. This summary will be used to introduce your proposed project to the review panel and may be used in CAC publications.

EXHIBIT B

I. BUDGET DETAIL

(Note: totals calculate after tabbing to the next field)

Personnel Expense Category

- List personnel positions supported by this grant in the appropriate category. For multiple personnel you may use a category (see below). For Example: “performing artists”
- New? Check this box if this is a new position being supported.
- Give the rate of pay (annual; monthly, hourly; per service, etc.)
- Indicate amount of CAC funds to be used to support each position.
- Match CAC funds 1:1 (dollar for dollar). Do not overmatch. Only match the portion that the CAC funds are covering.

Operating/Production Expense

- This line item includes space rental, equipment rental, regranting, travel (in-state), supplies, postage, printing, phones.

Source of Match

- Identify the source(s) of matching funds. Do not overmatch (these should equal your request and match).

Personnel Categories

1. Artistic

Includes artistic directors, conductors, curators, composers, choreographers, designers, video artists, filmmakers, painters, poets, authors, sculptors, actors, dancers, musicians, teachers, traditional folk artists, guest artists, puppeteers, artistic consultants.

2. Administrative

Includes program and managing director, executive director, general manager, business manager, public relations officer, marketing/development staff, clerical, maintenance and security staff, ushers, box office personnel, administrative consultants.

3. Technical

Includes technical directors, wardrobe, lighting, and sound crew, stage managers, stage hands, video and film technicians, technical consultants.

ORGANIZATION'S ANNUAL BUDGET SUMMARY INSTRUCTIONS

(Refer to Budget link on CPV application site)

Definitions

I.A. Earned Income May Include

- Admissions: Revenue from admissions, tickets, subscriptions, etc.
- Touring: Revenue from touring activities.
- Contracted Services: Contract revenue from specific services (usually with an organization or unit of government), including performance or residency fees, etc.
- Tuition/Workshops: Revenue from sale of services (usually to individuals), such as classes, workshops, and training.
- Product Sales: Earned revenue from other sources, such as catalog sales, advertising space in programs, parking, etc.
- Investment Income: Dividends, interest, capital gains and their proceeds, including earnings from endowments.
- Other: Other sources, if any, such as *net* income from bookstores, restaurant, or other non-program-related activities.

I.B. Contributed Income May Include:

- Federal Government: Cash support from grants or appropriations by federal agencies, including the National Endowment for the Arts (NEA). Use a note to indicate which NEA program is the source of a grant.
- State Government: Cash support (other than this request) from the CAC or other state agencies.
- Local/Municipal Government: Cash support from grants or appropriations by city, county, instate regional and other government agencies.
- Individual Contributions: Cash support from private individuals; e.g., donations from patrons, boards of directors, etc.
- Business/Corporate Contributions: Cash support.
- Foundations: Cash support from private or community foundations. (Note: List corporate foundation support on line 6.)
- Memberships: Cash support (usually dues) from constituents or patrons who receive membership privileges.
- Fund-raising: Include *gross* proceeds from benefits, or other special events. Include contributions from guilds and auxiliaries. Do not include income from bookstores, restaurant, or other non-program-related activities. These should be listed on Earned Income lines.

II.A. Personnel Expenses: Include salaries, wages and benefits for employees, payment to consultants.

- Artistic/Administrative/Technical: For full-time, include all year-round and permanent staff; for Other, include all part-time, project based, seasonal, collaborating, and consulting personnel.

II.B. Operating Expenses May Include

- Facility Expenses/Space Rental: Rental of office, rehearsal facilities, theater, hall, gallery, etc., and overhead for basic utilities. Also include nonstructural renovations and improvements. *Do not include capital expenditures.*
- Marketing: Marketing, publicity, and promotion, not including payments to personnel listed above. (II.A.). Include: costs of newspaper, radio, and television advertising; printing and mailing of brochures, flyers, or posters; food, drink, and space rental when directly connected to promotion, publicity, or advertising.
- Production/Exhibition: Costs of artistic production, including: electricity, storage, photo supplies, publication purchases, sets and props, equipment rental, insurance fees, trucking, shipping, and hauling expenses not entered under Travel.
- Travel: All travel connected with personnel, including fares, hotels, and other lodging expenses, food, taxis, gratuities, per diem payments, toll charges, mileage, allowances.
- Fundraising Expense: Total cost of fundraising activities. Fundraising expenses should relate to fundraising events included in Contributed Income.
- Other Operating Expenses: Include loan payments, interest charges, miscellaneous administrative expenses not covered above: yearly acquisitions budget; insurance; structural improvements. Include separate attachments listing items and amounts.

III. Surplus Income (Deficit): Enclose deficit figures within parentheses.

Organization's Annual Budget Summary Instructions (Continued)

(Refer to Budget link on CPV application)

- III. Operating Surplus (Deficit): Enclose deficit figures within parentheses.
- IV. Carryover Fund Balance at Beginning of Year: Include only operating funds. Do not include value of endowments, cash reserves, restricted funds, or capital assets. For actual, current and projected years, this figure should correspond to line VII of the previous column.
- V. Accumulated Surplus: Add item III, plus item IV, if appropriate.
- VI. Other Net Adjustments: Include fund transfers, special gifts, etc. Indicate deficit adjustments within parentheses.
- VII. Balance at Year End: Carry this figure forward to line IV of the next year.
- VIII. Balance of Endowment Fund: Indicate the balance of the organization's endowment fund. Provide notes detailing major increases and/or decreases to fund.
- IX. Cash Reserves: Indicate the balance, with notes detailing major increases and/or decreases.
- X. Balance of Non-operating Capital Funds: Such as construction or building funds. Provide notes detailing major increases and/or decreases to fund.
- XI. Loans/Lines of Credit: Indicate the balance of all outstanding loans. Provide notes detailing the reason for the loan, the organization's repayment plan, and term of the loan.
- XII. In-Kind Contributions: Includes the value of in-kind contributions including services, capital acquisitions, space rental, and volunteer services (artistic, administrative and technical). If the total exceeds 10% of total income (line 17), attach a schedule.
- XIII. Pass-Through Funds: Include any funds received as a fiscal agent for the benefit of other organization(s).

HOW TO PACKAGE YOUR APPLICATION FOR SUBMISSION

The CPV deadline for both, mail and electronic submission is February 11, 2010.

Illustrated below is the order in which the CPV Application and Supplemental materials (with artistic work) must be assembled.

Step 1. Gather Application Components.

A: Assemble	B: Final Order
Supplemental Forms & Attachments <ul style="list-style-type: none">• Short bios for Key Administrative & Artistic Personnel, labeled as such.(1 page maximum).• If applicable, short bios for CPV Contracted Personnel, labeled as such (1 page maximum). You can include Key & Contracted Staff in one page, but label separately.• Board of Directors list (1 page maximum, if applicable).• If proposing to work with other organizational partners, submit letters of agreement from these organizations.• No more than three (3) different supplemental materials generated within the last two years that best portray your organization. (A set of 3 will each accompany your original & required application copies). Documentation of Artistic Work (mandatory) <ul style="list-style-type: none">• Submit one copy/set of audiovisual samples with corresponding description log as applicable. Or <ul style="list-style-type: none">• Submit a link to an internet site featuring your work(with corresponding description log) such as your website, YouTube, MySpace, Flickr, etc. (prepare a special CPV section per our guidelines). <ul style="list-style-type: none">• To have audio/visual materials returned, include a stamped, self-addressed envelope (do not send originals or your only copy).	CPV 2009-10 Application California CDP Funder Rpt. for CPV Schedule of Arts Programming Supplemental Forms & Attachments Artistic Work and Corresponding Log(s) If applicable: Stamped, Self-Addressed Envelope

Step 2. Submit eight (8) copies of your proposal (A & B) including original. Use paper clips to keep each set separate and intact. Pages must be single-sided, 8 ½” x 11.” Submit one copy/set of your audiovisual materials, unless you are submitting writing samples for Literature. Write CPV & your discipline on the cover of your package, and mail it by the deadline (postmarked) to:

Lucero Arellano, CPV Program Specialist
California Arts Council
1300 I Street, Suite 930
Sacramento, CA 95814

Step 3. Submit your online application by February 11, 2010.